

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend claims 1, 7, 12, and 36 as reflected in the following listing:

1.(Currently amended) A method of sending a video segment and an associated advertisement over a computer network, comprising:

- (a) acquiring a video segment from a sender at a computer system;
- (b) acquiring one or more advertisements from one or more advertisers at the computer system;
- (c) offering to [a] the sender an opportunity to indicate a selection of an advertisement of the one or more advertisements to be associated with the video segment;
- (d) accepting from the sender the indication of a selection of the advertisement to be associated with the video segment; and
- (e) directly in response to the indication accepted in step (d), automatically at the computer system:
  - (i) assuring that the video segment is in a streaming video format;
  - (ii) creating an identifier for the video segment;
  - (iii) associating the video segment and the advertisement; and
  - (iv) sending the video segment, the identifier, and the associated advertisement over the computer network to a receiving computer system.

2.(Original) The method of claim 1, wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a criterion selectable by the sender.

3.(Original) The method of claim 2, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting the advertisement.

4.(Previously Presented) The method of claim 2, wherein said criterion includes affirmatively leaving the selection to the determination of said computer system.

5.(Original) The method of claim 1, wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a default selection to be made if the sender fails to indicate a selection.

6.(Original) The method of claim 5, wherein the default selection includes a substantially randomized selection of an advertisement.

7.(Currently amended) The method of sending a video segment and an associated advertisement over a computer network, comprising:

- (a) uploading a video segment from a sender computer system to a server computer system;
- (b) selecting, using the sender computer system, an advertisement stored at the server computer system by an advertiser; and
- (c) transmitting from the sender computer to the server computer system an indication of the selected advertisement, the indication causing the server computer system automatically to:
  - (i) assure that the video segment is in a streaming video format;
  - (ii) create an identifier for the video segment;
  - (iii) associate the video segment and the advertisement; and
  - (iv) send the video segment, the identifier, and the associated advertisement over the computer network to a receiving computer system.

8.(Original) The method of claim 7, wherein selecting an advertisement comprises selecting an advertisement using a criterion chosen by an operator of the sender computer system.

9.(Original) The method of claim 8, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting said

advertisement.

10.(Original) The method of claim 8, wherein said criterion includes leaving said selection to the determination of said server computer system.

11.(Original) The method of claim 10, wherein said selection includes a substantially randomized selection of an advertisement.

12.(Currently amended) The method of claim 10, wherein said selection is based on a price paid by [an] the advertiser.

13-35. (Canceled)

36.(Currently amended) A method for operating a video-sharing server on a network comprising:

- storing a plurality of advertisements from one or more advertisers;
- receiving from a client a video, an electronic mail address, and a selection of one of the plurality of advertisements;
- confirming that the video is in a streaming video format;
- storing the video at a network-accessible location;
- generating an identification tag including a link to the network-accessible location;
- generating an electronic communication containing the link and the selected one of the plurality of advertisements, the electronic communication addressed to the electronic mail address; and
- transmitting the electronic communication.

37. (Previously Presented) The method of claim 36 wherein receiving the video includes at least one of receiving an FTP upload, receiving an HTTP post, receiving an electronic mail, and receiving an instant message.

38. (Previously Presented) The method of claim 36 further comprising publishing the link to a Web page.

39. (Previously Presented) The method of claim 36 further comprising receiving a mailing list including a plurality of e-mail addresses and transmitting the electronic message to the plurality of e-mail addresses.

40. (Previously Presented) The method of claim 36 wherein link includes one or more of a path, a URL, an IP address, and a file name.